

## ORDER



WOTV

**Orders**  
**Order / Rev:** 215192  
**Alt Order #:** 6864749  
**Product Desc:** order  
**Estimate:** C17C21  
**Flight Dates:** 10/17/12 - 10/21/12  
**Original Date / Rev:** 10/17/12 / 10/17/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Detroit International Bridge  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN10086/SP6681/TO1332/MO1041

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	6	\$600.00	\$510.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$600.00	\$510.00	0.00
<b>Totals</b>	<b>6</b>	<b>\$600.00</b>	<b>\$510.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WOTV	1%	\$600.00
Market	100%	\$60,000.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$1,200.00
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOOD	43%	\$25,800.00
WTLJ	0%	\$0.00
WWMT	18%	\$10,800.00
WXMI	17%	\$10,200.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	19%	\$11,400.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOTV	10/18/12	10/18/12	Daybreak @ 6	CM	6-7a	---T---	:30	2	\$100.00	P3	0.00	NM	2	\$200.00
NEWS 6A Start Date: 10/15/12, End Date: 10/21/12, Weekdays: ---T--- Spots/Week: 2, Rate: \$100.00, Rating: 0.00															
E 2	WOTV	10/19/12	10/19/12	Daybreak @ 6	CM	6-7a	----F--	:30	1	\$100.00	P3	0.00	NM	1	\$100.00

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Advertiser: POL/Detroit International Bridge  
 Product Desc: order  
 Estimate: C17C21

**WOTV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Daybreak @ 6											
				Daybreak @ 6											
NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$100.00		0.00				
E 3	WOTV	10/18/12	10/18/12	GMA	CM	7-9a	---T---	:30	2	\$100.00	P3	0.00	NM	2	\$200.00
				Good Morning America											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			2		\$100.00		0.00				
E 4	WOTV	10/19/12	10/19/12	GMA	CM	7-9a	----F--	:30	1	\$100.00	P3	0.00	NM	1	\$100.00
				Good Morning America											
GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$100.00		0.00				
													Totals	6	\$600.00